

Message Text

UNCLASSIFIED

PAGE 01 THE HA 06571 291540Z

65

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 EURE-00 /020 W
----- 035771

P R 291453Z NOV 76

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC PRIORITY 9471

USDOC WASHDC PRIORITY

INFO AMEMBASSY BRUSSELS

UNCLAS THE HAGUE 6571

USDOC PASS TO P B FIELD OIM/BIC/DIBA

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJ: USDOC CATALOG EXHIBITION AT HET INSTRUMENT, AMSTERDAM

REF: A) FY 77 CCP FOR NETHERLANDS; B) HARARY/FIELD LETTER OF
JULY 22; C) THE HAGUE A-146, OCT 1975

1. HET INSTRUMENT, THE LARGEST TRADE FAIR IN NETHERLANDS FOR
SCIENTIFIC, INDUSTRIAL AND MEDICAL INSTRUMENTS, IS SCHEDULED
FOR THE PERIOD SEPT 21-29, 1977. THIS EVENT HAS BEEN APPROVED
BY USDOC AS PART OF THE BENELUX FY-1977 PROMOTION SCHEDULE.
IT IS PART OF THE ACTIONS FOR CAMPAIGN THREE AND INITIATIVE
ACTIVITY SIX OF FY-77 CCP.

2. WE HAVE RECEIVED LETTER FROM DIRECTOR OF HET INSTRUMENT,
DATED NOV 26, INDICATING APPROVAL FOR US PARTICIPATION
WITH A CATALOG SHOW UNDER CERTAIN CONDITIONS. SPACE AT HET
INSTRUMENT HAS ALWAYS BEEN AT PREMIUM AND MANY POTENTIAL
PARTICIPANTS HAVE BEEN TURNED DOWN IN THE PAST. IN CONVERSATION
WITH FAIR DIRECTOR, HE STATED THAT WHILE APPLICATIONS FOR
PARTICIPATION WOULD BE RECEIVED UNTIL END OF JANUARY 1977,
HE EXPECTED TOTAL SPACE TO BE TAKEN MUCH EARLIER. HE IS
MAKING AVAILABLE TO US UP TO ONE HUNDRED SQUARE METERS AND
URGED QUICK DECISION. THEREFORE WE REQUEST URGENT AUTHORIZA-
TION TO RESERVE SPACE AT HET INSTRUMENT '77.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 THE HA 06571 291540Z

3. FOLLOWING INFORMATION ON HET INSTRUMENT MAY BE USEFUL.

EVENT HELD EVERY OTHER YEAR AT RAI, AMSTERDAM. EXHIBITION RESERVED FOR TRADE VISITORS ONLY. SINCE 1956, WHEN FIRST SUCH EXHIBITION HELD, IT HAS DEVELOPED CONSIDERABLY. NET EXHIBIT SPACE HAS GROWN FROM 1,770 TO 23,000 SQUARE METERS. NUMBER OF VISITORS CLIMBED FROM 3,700 TO 45,000 IN 1975. NUMBER OF DUTCH FIRMS PARTICIPATING INCREASED IN 1975 TO 350 REPRESENTING ABOUT 3,000 MANUFACTURERS.

4. UP TO 1975, IT WAS THE POLICY OF THE ORGANIZERS, THE DUTCH INSTRUMENT ASSOCIATION, TO LIMIT THE FAIR ONLY TO DUTCH FIRMS AND SUBSIDIARIES IN THE NETHERLANDS OF FOREIGN COMPANIES. DUTCH IMPORTERS COULD EXHIBIT PRODUCT OF THEIR PRINCIPALS. AFTER DISCUSSION AND WITH THE SUPPORT OF THE PRESIDENT OF THE ASSOCIATION, WHOSE FIRM REPRESENTS MANY AMERICAN COMPANIES, IT IS NOW POSSIBLE FOR THE US TO HAVE A CATALOG SHOW PROVIDED IT IS SPONSORED BY AN AMERICAN TRADE ORGANIZATION IN THE INSTRUMENT FIELD. THE MANAGEMENT HAS SPECIFICALLY MENTIONED TWO SUCH ORGANIZATIONS: INSTRUMENT SOCIETY OF AMERICA (ISA), PITTSBURGH, PA., AND SCIENTIFIC APPARATUS MAKERS ASSOCIATION (SAMA), WASHINGTON DC. WE HAVE DISCUSSED WITH FAIR DIRECTOR POSSIBILITY OF USDOC SPONSORSHIP, POINTING OUT THAT LATTER AGENCY ORGANIZING AMERICAN PARTICIPATION. HE STATED APPROVAL OF FAIR BOARD WAS NOT LIKELY. HOWEVER HE AGREED TO SUBMIT TO BOARD FOR ITS APPROVAL POSSIBILITY OF CO-SPONSORSHIP BY APPROPRIATE AMERICAN TRADE ORGANIZATION AND USDOC. (IF ABOVE TWO ORGANIZATIONS NOT WILLING TO CO-SPONSOR WITH USDOC, THERE ARE OTHERS WHICH CAN QUALIFY). WE EXPECT DECISION OF BOARD LATER THIS WEEK AND WILL CABLE IT AS SOON AS RECEIVED.

5. OTHER REQUIREMENTS FOR US PARTICIPATION IN HET INSTRUMENT ARE THAT INDIVIDUAL COMPANIES EXHIBITING CATALOGS NOT BE REPRESENTED IN NETHERLANDS. SUCH FIRM'S WILL NOT BE ALLOWED PARTICIPATION IN SUBSEQUENT EVENTS EXCEPT THROUGH A DUTCH REPRESENTATIVE. MANAGEMENT ALSO WANTS US TO SUBMIT NAMES OF FIRMS WHOSE CATALOGS WILL BE SHOWN IN OUR BOOTH TO MAKE SURE THAT ABOVE REQUIREMENTS ARE MET.

6. THE COST PER SQ METER IF HFL 98 PLUS 18 PERCENT VALUE ADDED TAX. (HFL 2.50 EQUALS US \$1.00).
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 THE HA 06571 291540Z

7. COMMENT: EMBASSY HELD AN AMERICAN BUSINESS DEVELOPMENT DAY AT 1975 HET INSTRUMENT WHICH PROVED VERY SUCCESSFUL (REF C). WHILE USG PARTICIPATION IN 1977 HET INSTRUMENT IS CONDITIONED BY CERTAIN LIMITING REQUIREMENTS, WE BELIEVE LATTER SHOULD NOT INTERFERE WITH SUCCESS OF PLANNED CATALOG SHOW. WE STRONGLY RECOMMEND US PARTICIPATION EITHER UNDER NOMINAL SPONSORSHIP OF APPROPRIATE AMERICAN TRADE

ASSOCIATION OR CO-SPONSORSHIP BY USDOC AND TRADE ASSOCIATION
IF SUCH CO-SPONSORSHIP AUTHORIZED BY FAIR MANAGEMENT.

8. AIRMAILING TO BENELUS/France CMM PETER FIELD COPIES
OF HET INSTRUMENT LETTERS OF JULY 13 AND NOV 26.

9. IN ORDER TO ENSURE US PARTICIPATION, HOPEFULLY IN
DESIRABLE SPACE, IN 1977 HET INSTRUMENT, WE
REQUEST URGENT WASHINGTON AUTHORIZATION TO RESERVE
ONE HUNDRED SQUARE METERS. PLEASE CABLE.
MCCLOSKEY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 29 NOV 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976THEHA06571
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760441-0792
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t1976116/aaaaaewc.tel
Line Count: 126
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: powellba
Review Comment: n/a
Review Content Flags:
Review Date: 02 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02 AUG 2004 by castelsl>; APPROVED <30 NOV 2004 by powellba>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: USDOC CATALOG EXHIBITION AT HET INSTRUMENT, AMSTERDAM
TAGS: BEXP, NL
To: STATE
COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006